

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 08313 100252Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----055861 100553Z /15  
R 100205Z MAY 78  
FM AMEMBASSY TOKYO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7754

UNCLAS TOKYO 08313

FOR OIM

EO 11652: NA  
TAGS: BEXP, JA  
SUBJECT: MARKET PROMOTION CONTRACTOR

REF: USDOC 7889

1. THE PRINCIPAL OBJECTIVES OF MARKET PROMOTION PROGRAM ARE NOT NECESSARILY INCLUDED IN THE SCOPE OF WORK CONTRACTED FOR WITH MP CONTRACTOR. FOR INSTANCE, IN TOKYO, OBJECTIVE B REPPIND SERVICE IS CARRIED OUT BY EMBASSY E/C SECTION AND MPC IS NOT INVOLVED. ALSO TESTING REACTION TO NEW PRODUCTS (OBJECTIVE C) IS PERFORMED BY EMBASSY E/C AND REPORTED IN MARKET PRODUCT OBSERVATIONS. CONSEQUENTLY, TTC WILL REPORT ON THOSE ACTIVITIES CALLED FOR IN ARTICLE VI, INCISE C OF CONTRACT.

2. TTC STAFF MET WITH CENTRAL MANAGEMENT REPRESENTATIVES, DAVID MCCULLOUGH AND MATTEO MEL, IN DECEMBER, BUT CONVERSATIONS WERE FAIRLY GENERAL AND DEALT MOSTLY WITH GRAPHICS AND MECHANICAL PORTIONS OF PROGRAM. TC STAFF HAS HAD NO FURTHER MEETINGS OR COMMUNICATIONS WITH CENTRAL MANAGEMENT.

3. TTC RECEIVED GRAPHICS SUGGESTIONS FOR MARCH SHOW BUT  
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DID NOT RECEIVE ANY FOR EITHER FEBRUARY OR APRIL SHOWS; NEITHER HAVE WE RECEIVED ANY MARKETING PLANS FROM CENTRAL MANAGEMENT. CONSEQUENTLY, INsofar AS TTC IS CONCERNED, CENTRAL MANAGEMENT HAS NOT MET ANY OF THE OBJECTIVES LISTED IN PARA 4 OF USDOC 7889.

4. LOCAL CONTRACTOR HAS PERFORMED WELL IN OPINION OF TC

DIRECTOR. DIK HAS RESPONDED TO SUGGESTIONS FROM DIRECTOR BROUGHT ABOUT BY BUDGET LIMITATIONS DUE TO RISING YEN COSTS, HAS ANALYZED PROMOTION PROGRAM TO DETERMINE ITS COST EFFECTIVENESS AND HAS COGENTLY AND LOGICALLY PRESENTED ITS POINTS OF VIEW WHEN DIFFERENCES OF OPINION HAVE ARISEN. APART FROM SOME MINOR SLIPPAGE AT BEGINNING OF CONTRACT PERIOD IN JANUARY, DIK HAS CONSISTENTLY MET SCHEDULES. PERFORMANCE OF DAI-ICHI KIKAKU IS, ON AVERAGE, AS GOOD AS THAT OF PREVIOUS CONTRACTOR IN THE OPINION OF DEPUTY DIRECTOR AND TC STAFF WHO HAVE WORKED WITH BOTH. DEPUTY DIRECTOR ALSO BELIEVES THAT, ALTHOUGH DIK IS DOING AN ACCEPTABLE JOB, EVEN BETTER IN THE ADMINISTRATIVE AREA, THEY SHOULD COME FORWARD WITH SOME INNOVATIVE AND IMPROVED APPROACHES TO MARKET PROMOTION, AS NORMALLY COULD BE EXPECTED FROM A FIRM OF THAT SIZE AND REPUTATION. MANSFIELD

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## Message Attributes

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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014